State Studies:
The Advertising Agency
Portfolio

Student Name
Directions for Portfolio

This Portfolio is to assist you in demonstrating your learning throughout the Storypath. Keep it in a safe place so you have all your work in one place.

Make a cover using a large sheet of heavy-duty paper. Fold bottom half up like the picture below to make a pocket. Staple. Then fold in half to make a folder.

Fold up, staple

Materials to be added to the portfolio at the conclusion of the Storypath.

- Character
- Agency Application
- Radio Script
Episode 1: Work Together on the Frieze
Floor Plan or Facade

To make your portion of the frieze, everyone in the group must work cooperatively. Follow the steps below to get the work done well.

1. Work together.
Discuss how your group can work together effectively. As a group decide how to complete each of the sentences and then write the sentences in the space below.

If we don’t understand someone’s idea, we will ______________________

______________________________________________________________

If we don’t like an idea, we will _________________________________

______________________________________________________________

We can support each other by saying such things as __________________

______________________________________________________________

2. List your ideas for the frieze.
In your group, discuss ideas for your portion of the frieze. Everyone should offer at least one idea. One group member should make a list of the ideas. List as many ideas as you can.

3. Assign jobs.
Decide who will make each item. Make sure each group member has something to do. If you have trouble assigning tasks, remember to be cooperative.

4. Do your job.
Make your items for the frieze—floor plan or building facade. If you finish early, help someone else in the group who is still working.
Episode 1: Create an Advertisement for the Ad Agency

The advertising agency needs customers. One of the ways to do this is create an ad for the agency.

Review the purpose of advertising and the features you might think about as you write your ad. The advertisement can be short and to the point. Draft or outline your ideas and then write your ad in the space below.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>• To develop loyalty to a product or service</td>
<td>• Use persuasive language; attract attention</td>
</tr>
<tr>
<td>• To persuade or invite</td>
<td>• Emphasize price, quality or new product</td>
</tr>
<tr>
<td>• To provide information</td>
<td>• Designed to appeal to a specific audience</td>
</tr>
<tr>
<td>• To sell a product or service</td>
<td>• Excellence or superiority is often claimed</td>
</tr>
<tr>
<td></td>
<td>• Includes contact information</td>
</tr>
<tr>
<td></td>
<td>• May include slogan and logo of company</td>
</tr>
</tbody>
</table>

Assessment: The advertisement provides accurate information about the advertising agency. Persuasive language is used and it is clear who the audience is for the ad. Ad includes contact information, other important information and attracts the readers' attention.
Episode 2: Making Yourself as an Advertising Agent

Follow the steps below to make yourself as an adult advertising agent. You can decide what you will look like as an adult, including hair, facial expression, and clothing. Think about how you will dress for your job in the advertising agency.

Step 1: Make the head.
- Draw a circle about 2 inches in diameter.
- Cut out the circle.

Step 2: Make the body.
- Draw a rectangle approximately 2 1/2 inches by 4 inches.
- Cut out the rectangle.

Step 3: Make the arms and legs.
- For the arms, draw two rectangles about 3/4 inch wide by 4 inches long.
- Draw two more rectangles approximately 1 inch longer for the legs.
- Cut out the rectangles.

Step 4: Put the body together.
- Position the head, arms, and legs on the body.
- Glue the body together.

Step 5: Make clothing realistic to your role of working in an office.
- Place the body on the fabric or paper.
- Trace around the shape to make clothing.

Step 6: Mount the figure and add details.
- Glue the figure on construction paper.
- Glue the clothing on the figure.
- Add details such as hair, feet, hands, facial features, jewelry or a hat.

Assessment: Directions are followed for making a realistic advertising agent. The size is appropriate, clothing is appropriate for the job role, and details are included. The figure is carefully constructed.
Episode 2: Introducing Yourself

Prepare to introduce yourself to the employees of the advertising agency using the guidelines below. Review what you have said about yourself on the application.

• Get into role. Remember you are now working in the advertising agency. What will be interesting information to share with your co-workers?

• Underline important information in your application. Be sure to state your name and age.

• Decide what else to tell about yourself. Organize the information in a logical order.

• Keep your introduction short and to the point.

• Speak clearly and confidently.

• Make eye contact with the audience and use your voice to emphasize important information about yourself. Don’t speak in a monotone.

• Practice your introduction. Make improvements as necessary.

Self Assessment
How did I do?

Think about your introduction. Look at the criteria below and decide how you did. Mark an “X” in the box that shows how well you did.

<table>
<thead>
<tr>
<th>Criteria for Assessment</th>
<th>Great Job!</th>
<th>Room for Improvement</th>
<th>Not well prepared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information presented in a logical order</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interesting information presented</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Made eye contact with audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voice was clear; audience could hear everything said</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spoke with enthusiasm and confidence</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Episode 3: Advertising

Advertising is used to sell a product. What product are you trying to sell?

Advertisements are designed to inform, influence or persuade people to buy a product. The first task of an advertisement is to attract attention. Then the advertisement can inform, influence, or persuade the person to buy the product.

There are two basic approaches to advertising:

- providing facts about the product;
- providing an emotional appeal—how the product can provide personal satisfaction;
- sometimes both approaches are used together.

Can you think of advertisements that take the factual approach? What products can you think of that take an emotional approach?

Advertising Techniques

There are many techniques that are used in advertising. See if you can think of examples of advertisements you have heard or seen that use these techniques.

1. Attention-getting headlines The headline makes people want to read more about the product. Headlines are used primarily in written advertisements or the first words in a radio or television ad. A headline can promise personal satisfaction, arouse curiosity, or carry news about the product.

2. Slogans or jingles Slogans are short phrases used over and over. Jingles are short songs or phrases. Good slogans and jingles are easy to remember. Can you think of some slogans that products use? Jingles?

3. Testimonials These are statements made by people saying they like the product. It can be a regular person, someone like you who says, “This is a great product;” or it could be a famous person. The person that makes the testimonial must have used the product at least once.

4. Product characters These are fictional characters created by the advertising company to sell the product. These characters become identified with the product and they tell about the product. This approach is often used with young children. Why do you think that happens?
Episode 3: Advertising Techniques

Locate advertisements. Then decide which techniques are used for the advertisements you have found. Attach the advertisements in the space below and label the advertisement according to the technique(s) used. Remember an advertisement may use more than one technique.

<table>
<thead>
<tr>
<th>attention getting headlines</th>
<th>testimonials</th>
</tr>
</thead>
<tbody>
<tr>
<td>slogans or jingles</td>
<td>product characters</td>
</tr>
</tbody>
</table>

Assessment: Advertisements are correctly labeled according to technique(s) used.
Episode 4: Work with Others

In a business people must work together to get the job done. Sometimes that is not easy because people don’t always agree on how to do the job. Before you start your work, discuss with your partner or group how you will work together. Here are some questions to guide your discussion. Write your responses below each question.

1. How will we assign tasks to be done?
   ________________________________________________________________
   ________________________________________________________________

2. What will we do if we don’t do our share of the work?
   ________________________________________________________________
   ________________________________________________________________

3. If we have a disagreement, how will we solve the problem?
   ________________________________________________________________
   ________________________________________________________________

4. If extra help is needed to do one of the tasks, what should be done?
   ________________________________________________________________
   ________________________________________________________________

5. If one person finishes a task early, what should be done?
   ________________________________________________________________
   ________________________________________________________________

6. What are some things we can say to each other to provide support?
   ________________________________________________________________
   ________________________________________________________________

Assessment: Each question is answered with an appropriate response demonstrating understanding of important skills for working together.
### Episode 4: Gather Information about Your State

**Note-taking Tips:**
- Use questions to guide your research.
- Use key words to take notes about your topic.
- If you write someone's exact words, use quotation marks and record where you got the information.
- If you use someone else's graph, chart, map, or photograph, be sure to record where you got that information.

<table>
<thead>
<tr>
<th>State Symbols</th>
<th>State Symbols</th>
</tr>
</thead>
<tbody>
<tr>
<td>State name</td>
<td></td>
</tr>
<tr>
<td>State capitol</td>
<td></td>
</tr>
<tr>
<td>State motto</td>
<td></td>
</tr>
<tr>
<td>State flower</td>
<td></td>
</tr>
<tr>
<td>State bird</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State Location</th>
<th>State Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>What states or countries border your state?</td>
<td></td>
</tr>
<tr>
<td>Are there bodies of water that border your state?</td>
<td></td>
</tr>
</tbody>
</table>
### Climate

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>List your state’s average precipitation (rain and snow).</td>
<td></td>
</tr>
<tr>
<td>Average temperature</td>
<td></td>
</tr>
<tr>
<td>Winter?</td>
<td></td>
</tr>
<tr>
<td>Summer?</td>
<td></td>
</tr>
<tr>
<td>Severe weather?</td>
<td></td>
</tr>
<tr>
<td>How does the climate affect the people of the state?</td>
<td></td>
</tr>
<tr>
<td>What is the best time of year to visit?</td>
<td></td>
</tr>
</tbody>
</table>

### The Land

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the natural resources found in your state?</td>
<td></td>
</tr>
<tr>
<td>Major lakes, rivers, land forms?</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The table structure and content are based on the provided document, assuming generic placeholders for answers.
### State History

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who are the native people who lived in your state?</td>
<td></td>
</tr>
<tr>
<td>Who were the first explorers or settlers in your state?</td>
<td></td>
</tr>
<tr>
<td>Why did they come?</td>
<td></td>
</tr>
<tr>
<td>Was your state first a territory? If so, what territory?</td>
<td></td>
</tr>
<tr>
<td>What were 5 important events in the state’s history?</td>
<td></td>
</tr>
</tbody>
</table>

### Educational Institutions

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the major universities in your state?</td>
<td></td>
</tr>
<tr>
<td>Are there other educational institutions important to your state?</td>
<td></td>
</tr>
<tr>
<td>The Economy</td>
<td>The Economy</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------</td>
</tr>
<tr>
<td>What are the major agricultural products in your state?</td>
<td></td>
</tr>
<tr>
<td>What products are manufactured in your state?</td>
<td></td>
</tr>
<tr>
<td>Is there mining in your state? If yes, what kind?</td>
<td></td>
</tr>
<tr>
<td>Is there commercial fishing in your state? If yes, what kind?</td>
<td></td>
</tr>
<tr>
<td>What are the most common jobs in your state?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tourism</th>
<th>Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>What places would people like to visit in your state?</td>
<td></td>
</tr>
<tr>
<td>Major cities</td>
<td></td>
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<tr>
<td>Historic sites</td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
</tr>
<tr>
<td>Natural resources</td>
<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Special celebrations</td>
<td></td>
</tr>
<tr>
<td>Museums</td>
<td></td>
</tr>
<tr>
<td>People of the State</td>
<td>People of the State</td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>What ethnic groups have shaped the state's history or economic development?</td>
<td></td>
</tr>
<tr>
<td>Why did these groups come to the state?</td>
<td></td>
</tr>
<tr>
<td>Are there famous people who lived in the state? Who are they?</td>
<td></td>
</tr>
<tr>
<td>Are there famous people in the state now? Who are they?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Interesting Information</th>
<th>Other Interesting Information</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>
Episode 4: Radio Script Writing

Radio scriptwriters need to focus on two important writing traits:
1. Ideas and content
2. Word choice.
Remember, you want people to travel to your state for fun. Your radio script should be no more than 60 seconds. Remember every second counts and costs money.

Ideas and content:
- clear and focused
- keep the listener's attention
- fresh and original; go beyond the obvious or predictable

Word choice:
- words are precise and interesting with lively verbs and interesting nouns
- words are powerful and engaging
- words stay in the mind of the listener
- care is taken to put just the right word or phrase in just the right spot

Step 1: Select information

Look at the information that you have gathered about your state/region. What is the most important information to share?

• What do you want to focus on for tourists? _________________

• What kind of people do you want to attract to your ad? _________________

Make a list of the most important information.

______________________________________________________________
______________________________________________________________
______________________________________________________________
______________________________________________________________

Step 2: Organize the radio script.

Answer the questions that follow to help you organize your script.

Who will be the characters in your script? _________________________

______________________________________________________________
What important points will the characters say about your topic?

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

What sound effects will you need? ____________________________________________

__________________________________________________________________________

Step 3: Draft the script.

Write a rough draft of your script. Use the format below to help you organize your script.

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Sound effects (if appropriate)</th>
<th>Dialogue</th>
</tr>
</thead>
</table>

Give your rough draft to someone to read and give feedback using the criteria below. Remember you want it to be interesting to your listeners.

Ideas and content:
- clear and focused
- keep the listener's attention
- fresh and original; go beyond the obvious or predictable

Word choice:
- words are precise and interesting with lively verbs and interesting nouns
- words are powerful and engaging
- words stay in the mind of the listener
- care is taken to put just the right word or phrase in just the right spot

Redraft your script based on the feedback.

Step 4: Finalize the script.

On a word processor or in your best penmanship make the final copy of your script. You may find that as you practice your script you may edit it further. Adding sound effects and the voice of your characters may change the script.
Episode 4: Radio Presentations

Directions: Work with a partner through each of the steps below. Each of you should do each of the steps. Provide support and feedback to each other as you do each of the steps.

Step 1: Think about how to use your voice. Read the following sentence using different voices.

“Have you ever wanted to visit Washington State? Well, now is your chance.”

Read as though this is

• the most boring advertisement in the world;
• an exciting and interesting advertisement;
• a very serious advertisement;
• a funny, humorous advertisement.

Decide on the best way to read these sentences.

Step 2: Review with your partner the information you will say on the radio. What kind of voice do you want to have? Serious? Lively? Enthusiastic? Other ideas?

Step 3: Practice what you will say. Use the checklist to assess how you do.

√ Were words pronounced correctly?
√ Did you use your voice to create interest for the listener?
√ Did your voice sound confident?
√ Did you sound like you were well prepared?

Discuss how you did, make changes and practice again.
Episode 4: Creating Visual Advertisements

The purpose of your advertisement is to encourage people to live and work in the state you are promoting. This advertisement is to encourage economic development.

1. What kind of advertisement will work best?
   brochure  poster  television ad  Power Point  web page

2. Who is the audience for your advertisement? (You may have more than one group that you want to target.)

3. Look at your state research and decide what kind of information you want to include. Highlight or circle the information on your notes.

4. What is the main message for your audience?

5. What advertising techniques are you going to use?

6. What will you say in your advertisement?
   • Stress the benefits of this state.
   • Provide specific information about important topics.
   • Make a list of descriptive words that sell this state.
   • Think about using testimonials or short stories.
   • Make it lively.
   • Keep it brief and to the point.
   • Keep it simple.

7. Make a plan, sketch, or storyboard for your advertisement.

8. Create a visual of your advertisements. Consider the following ideas.
   • Use photos of the place.
   • Use a map of the state.
   • Use interesting information about the state--state flower, state bird and so forth.
   • Use graphs or charts to give information.
   • Use pictures of people doing things in the state--working in one of the state businesses or attending college.
   • A few examples are better than a lot

Assessment: Use the guidelines for items 6 to assess your advertisement.
**Episode 4: Take Notes on States**

Record important information from the radio and visual advertisements. You will need to make more tables for more states.

<table>
<thead>
<tr>
<th>People</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>History</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Climate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Episode 5: Reflecting on the Problem

List four solutions discussed in class—one in each box. Circle the best solution and explain why you picked it.

Solution 1

Solution 2

Solution 3

Solution 4

The best solution is _____________ because _______________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

Assessment: Solutions are summarized, and clearly explains which solution is best based on reasons related to the discussion. Shows evidence of listening to other's ideas.
Episode 6: A Complaint Received

**Step 1 Identify the problem.**
What was the complaint?
______________________________
What evidence did the customer provide?
______________________________

**Step 2 State your position.**
What is your opinion about the issue?
______________________________

**Step 3 Support your position.**
Write three important facts to support your opinion.
______________________________
______________________________
______________________________

**Step 4 Offer a solution.**
On the lines below, write your ideas for how the problem should be solved.
______________________________
______________________________

**Step 5 Decide on the most effective way to respond.**
______________________________

Assessment: The complaint is clearly stated. Position, solution and appropriate method to respond logically flow one to the other. Demonstrates understanding of freedom of speech and rights and responsibilities of producers and consumers.